

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
8 January 2004 (08.01.2004)

PCT

(10) International Publication Number  
**WO 2004/003557 A1**

- (51) International Patent Classification<sup>7</sup>: **G01N 33/543, 33/58**
- (21) International Application Number:  
PCT/GB2003/002716
- (22) International Filing Date: 25 June 2003 (25.06.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
0214947.4 28 June 2002 (28.06.2002) GB
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**  
— *with international search report*
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: ASSAY FOR DETECTING AN ANALYTE CONTAINING OR LABELLED WITH A HAEM MOIETY

(57) **Abstract:** A method for detecting an analyte containing or labelled with a haem moiety within a sample, said method comprising: a) contacting said sample with a magnetic bead having immobilised thereon a specific binding partner for said analyte and allowing analyte to bind to said specific binding partner; b) separating the magnetic beads from the sample, and if necessary, labelling the immobilised analyte with a haem containing label; c) resuspending the beads and subjecting them to alkaline conditions sufficient to release haem moieties therefrom but not to extract inorganic iron from the beads; d) detecting released haem moieties using a luminol chemiluminescent assay procedure.

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